

Umoja Social Media Guidelines

This succinct social media strategy will offer suggestions for weekly posts, appropriate and inappropriate content for posts, keys to good posts, and sample posts. Ideally each individual college would post 2-3 times a week but there needs to be at least one post a week on each page to keep the profiles active.

Examples of positive, appropriate posts include but are not limited to:

1. Picture of students in an Umoja classroom setting
2. Picture of students and/or faculty at an Umoja event i.e. Umoja Cohort Opening Ceremony, Study Day, Umoja Day, Conference Day, Umoja Graduation, HBCU Fair etc.
3. Reminder of an upcoming event i.e. Umoja XIII Conference or an Umoja Day etc.
4. Alumni/Student Spotlight--picture and caption about them
5. Retweet/Post of another Umoja Program's picture/post/event
6. New stories related to your college, your Umoja program, Umoja statewide program etc.
7. Retweet/Post of another instagram/twitter pages' post
 - a. Repost something that Ed Trust West's instagram or Twitter posts about a new publication on black student success
 - b. Repost something that Chabot College's Striving Black Brother's instagram post about Educated Black Men
 - c. Repost something Dr. Cornel West tweet "Justice is what love looks like in public"

Examples of inappropriate content for posts include but are not limited to:

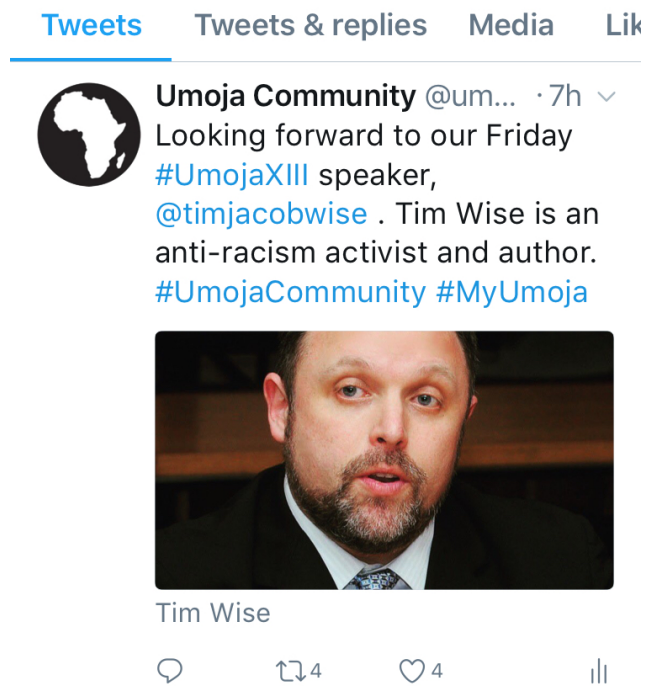
1. Posts with
 - a. Profanity, Nudity
 - b. Racist/sexist/homophobic slurs
 - c. Political topics
 - d. Personal/unrelated posts
 - e. Negative content towards any student/teacher/faculty member

These content guidelines also apply to any comments on posts--posts should be monitored, and inappropriate comments should be removed.

Other things to keep in mind when posting:

1. Try to always add your location to posts, the more context you can give the better
2. If you are working with any other group/entity/person you should tag them in your post if they have a twitter/instagram. This creates connection and continuity
3. Always use at least one if not all of these hashtags with your posts:
 - a. #MyUmoja
 - b. #UmojaStudentLeaders
 - c. #UmojaCommunity
4. There will be cases when you should use more specific hashtags i.e. you will see the Umoja Statewide page using the hashtag #UmojaXIII this week/weekend for the Conference.

Example Instagram/Twitter Posts



The Instagram post on the left is promoting the upcoming conference. It is a picture of the official conference logo with a caption “We are so excited for this year’s Umoja XIII Conference. We look forward to learning, connecting with our peers and celebrating Umoja this Friday and Saturday, 11/3-11/4!”. There are also four hashtags: our four Umoja branding hashtags and the hashtag specific to the conference. At the top you can see the post is “located” at the Sacramento Convention Center. Five people have liked the post so far.

The Twitter post on the right is promoting one of our keynote speakers for the conference, Tim Wise. It is a picture of him with the tweet “Looking forward to our Friday [#UmojaXIII](#) speaker, [@timjacobwise](#). Tim Wise is an anti-racism activist and author.” The post tags his twitter handle, which is [@timjacobwise](#), so he can see it, his followers can see it, and anyone who searches for him can see it. The post also uses three of our four hashtags. Three people liked our tweet and four people retweeted our tweet. If someone retweeted it, it means that they are essentially posting what we said to their page. It is a way of promoting something, agreeing with something, or drawing attention to something.

Last but not least: Be sure to follow the Umoja Community main Instagram and Twitter pages. The handle for both of those is @umojaedu. Happy posting!